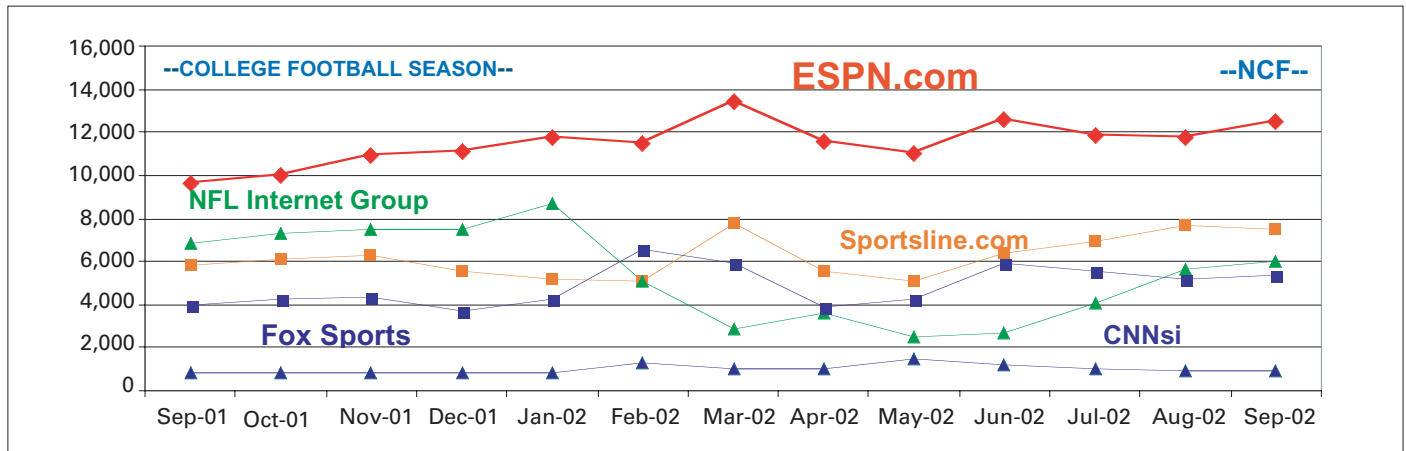


THE COLLEGE FOOTBALL LANDSCAPE



Media Metrix, 2002

ESPN – College Football User Profile

Audience Profiler, 2002

- Median Age: 30 (63% between 18 and 34)
- Men: 94% | Single: 45%
- Any college: 87%
- Full-time employed: 71%
- Average (Mean) household income: \$69,200
- Second most popular sport followed: Pro Football (78%)
- Agree that industry leading brands advertise on ESPN.com: 45%

Category Specific Highlights

Audience Profiler, 2002

- **AUTOS:** Intend to purchase an auto in the next year: 57%
- **ENTERTAINMENT:** Play games on their computer: 71%
- **FINANCIAL:** 78% invest, with an average (mean) portfolio of \$127,000
- **FANTASY GAMES:** Play online Fantasy Games: 54%
- **MUSIC:** Listen to music on their PC: 80%
- **RETAIL:** Make online purchases: 80%
- **SPORTING GOODS:** Likely to purchase sports-related products: 80%, Athletic footwear: 91%
- **TECHNOLOGY:** Full-time employees involved in company technology purchases: 53%
- **TELECOM:** Use a cell phone: 75%, With Internet access: 18%
- **TRAVEL:** Average number of total trips taken: 5
- **VIDEO GAMES:** Play video games: 58%

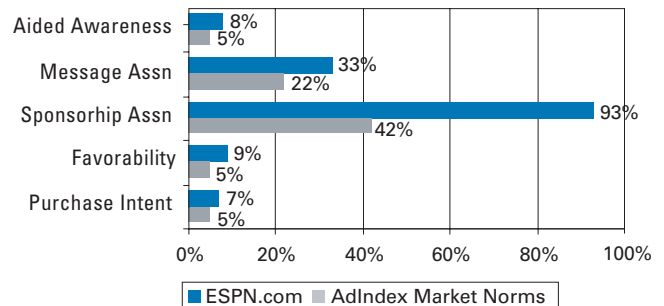
ESPN.com Usage

Audience Profiler, 2002

- The majority (68%) of respondents are daily visitors to ESPN.com and over one-third (38%) say they visit the College Basketball area of ESPN.com Daily
 - 97% are satisfied with ESPN.com.
 - 95% stated that ESPN.com was their favorite national web site for acquiring sports news and information.
- ESPN was selected by nine out of ten respondents (92%) as their favorite brand that provides sports-related content and majority of them (97%) agree that ESPN is a leader in its industry.
 - 23% of visitors regularly read or subscribe to *ESPN The Magazine*.
 - 66% report watching *SportsCenter* daily.

Advertising On ESPN.com Works Better

Advertising on ESPN.com results in higher lifts in all branding metrics



Source: Dynamic Logic, November 2002 (19 studies, 17,534 surveys)